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62.43 Index *

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★ MAY 29 1952 ★

U. S. Department of Agriculture

1952 PRICE LIST
THE DANIELS NURSERY
LONG LAKE, MINNESOTA

5% DISCOUNT
FOR "CARRY"

2% DISCOUNT
FOR "CASH"



ONE OF DANIELS LARGE FIELDS OF EVERGREENS
HENNEPIN COUNTY'S LARGEST GROWERS OF NURSERY STOCK

DANIELS EVERGREEN PRICES

	15-18"	18-24"	24-30"	30-36"	3-4'	4-5'	5-6'	6-7'	7-8'
THE ARBORVITAE									
American.....	\$ 2.50	\$ 3.50	\$ 4.50	\$ 7.00	\$12.00	\$17.00	\$22.00	\$30.00	
Globe	6.50	8.50							
Pyramidal.....		4.50	6.50	9.00	14.00	19.00	24.00	35.00	
Siberian.....	6.50	8.50							
THE FIRS									
Balsam.....		3.50	5.00	7.00	12.50	15.00	22.00	30.00	
Douglas				10.00	15.00	20.00	27.50	35.00	
THE HEMLOCK									
Canadian	6.00	7.50	9.00						
THE JUNIPERS									
Andorra.....	\$ 5.50	7.00		10.50	12.50	16.00			
Canadian		7.00	8.50	10.50	12.50				
Golden Canadian	5.50	7.00	8.50	10.50	12.50	16.00			
Japonica.....			8.50	10.50	12.50				
Pfitzer.....	5.50	7.00	8.50	10.50	12.50	16.00			
Red Cedar				6.00	9.00	12.00	15.00	22.00	28.00
Savin.....	7.00	8.50	10.50						
THE GRAFTED JUNIPERS									
Dundee.....		7.75	9.00	12.50	16.00	20.00	27.50		
Welchii.....		7.75	9.00	12.50	16.00				
THE PINES									
Austrian.....		6.00	7.50	9.00	13.00	19.00	25.00	35.00	
Mugho.....			11.50	15.00	20.00				
Norway.....		6.00	7.50	9.00	13.00	19.00	25.00	35.00	
Ponderosa.....		6.00	7.50	9.00	13.00	19.00	25.00	35.00	
Scotch.....		6.00	7.50	9.00	13.00	19.00	25.00	35.00	
White		5.00	6.00	7.50	10.00				
THE SPRUCE									
Black Hills.....	4.00	6.00	8.00	10.00	15.00	20.00	27.50	35.00	
Colorado Green	4.00	6.00	8.00	10.00	15.00	20.00	27.50	35.00	
Colorado Blue...	6.00	9.00	11.00	14.00	20.00	27.50	35.00	42.50	
Norway.....	3.00	5.00			12.00	16.00			
THE YEWS (Taxus)									
Cusp. Nana.....	12.00	15.00							
Cupidata.....	10.00	12.00	15.00						
Upright.....	10.00	12.00	15.00	22.00					

DANIELS SMALL FRUITS AND GRAPES

DANIEL'S SHADE TREE PRICES

DANIEL'S ORNAMENTAL SHRUB PRICES

12-18 18-24 2-3 3-4 4-5
\$1.60 \$1.80

Almond, Pink Flowering.....	\$1.00	\$1.60
Arrowwood.....	\$1.00	\$1.35
Barberry, Japanese.....	\$0.70	.85
" Red Leaved.....	1.10	1.35
Buckthorn, Common.....	.40	.60
" Glossy Leaved.....	.50	1.00
Caragana, Arborescens.....	.50	.75
Cherry, Nanking.....	1.00
" Cistena.....	1.50
" Hansen's Bush.....	1.75
Coralberry.....	.75	1.00
Cotoneaster, Acutifolia.....	.90	1.25
Cranberry, Highbush.....	1.00	1.35
Currant, Alpine.....	1.35	1.80
" Yellow Flwrg Dogwood, Golden Bark.....	1.35	1.80
" Red Twigged.....	1.25
" Variegated.....	2.00	2.25
Elder, Black Berried.....	1.50	1.50
" Cut Leaved.....	1.00	1.25
" Golden.....	1.25
Euonymus, Burning Bush.....	1.35	1.50
Forsythia, Golden Bell.....	1.00	1.25
Honeysuckle, Morrows.....	1.00	1.25
" Tatarian.....	1.00	1.25
Hydrangea, Arborescens.....	1.00	1.25
" Zabellae.....	1.00	1.25
	75	110

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3-4'	4-5'	5-6'	6-8'	8-10'	14-1½"	1½-2"
Ash, Green		\$1.25	\$2.00	\$3.50	\$ 5.00	\$ 6.50
Basswood			3.50	5.00	6.50	8.50
Birch		2.25	3.50	4.50	5.50	
Birch, C.L.Wpng.		4.50	6.00	7.00		
Crab, Bechtel's	\$2.50					
" , Hopa, Red Silver ..	2.00	\$2.50	3.00	4.00		
Elm.....		1.25	2.00	3.50	5.00	6.50
Hackberry			2.00	3.50	5.00	6.50
Hawthorne	2.50	3.50				
Horse Chestnut		3.50	4.50		5.50	
Maple, Crims. King		6.00				
" , Schwedlers		5.00	6.50	8.50	11.00	16.00
" , Silver, ..		1.25	2.00	3.50	5.00	6.50
" , Sugar		3.75	4.75	6.50	9.00	13.00
Mountain Ash		2.50	3.00	4.00	5.00	6.00
Poplar, Bolleana ..		1.75	2.25	3.00		
" , Lombardy						
& Norway ..	.50	1.00	1.50	2.00	2.50	3.00
Walnut, Black ..		2.00	3.00	4.00	5.00	
Willow, Golden ..		1.00	1.75	2.50		
" , Laurel Lvd.		1.00	1.75	2.50		
" , Niobe ..		1.75	2.75	4.00	5.00	6.00

DANIELS HARDY APPLES

DANIELS HARDY APPLES		DANIELS QUALITY PLUMS		CURRENTS		GOOSEBERRIES		GRAPES (2 YR. #1)	
" " Pee Gee.....	.75	1.10	1.60	1-4	5-9	10-24	25-up
Juneberry.....	1.00	1.25	1.50	Red Lake	Each	Each	Each
Lilac, Common Purple.....75	1.25	1.50	3 year .	\$0.70	\$0.60	\$0.45
" Common White.....75	1.25	1.50	2 year60	.40
" Rothomagensis.....75	1.35	1.65	1 year40	.35
" Villosa.....	1.35	1.65	Extra Lge.	\$1.65	\$1.60	\$1.50
" French Hybrids	1.50	2.25	Large.....	1.50	1.40
Maple, Gimnala.....	1.00	1.20	1.65	McIntosh	Superior	1.25
Mock Orange, Coronarius75	1.10	1.35	Victory	Underwood
" Grandiflora.....	1.10	1.35	Minjon	POLLINIZER:
" Lemoine.....	1.25	1.50	Wealthy	Pixwell, 2 yr.
" Minn. Snowflake85	1.25	1.50	Crab	Monitor	1-4	5-9
" Virginal.....	1.50	2.00	Dolgo Crab	Pipesstone	10-up
"	1.25	1.50	Whitney Crab	Toka
						Minn. No. 790
						Ericksen
						Fireside
						Haralson
						Redwell

DANIELS QUALITY PLUMS

DANIELS QUALITY PLUMS	CURRENTS	1-4	5-9	10-24	25-up
1-4	Red Lake	Each	Each	Each	Each
5-9	3 year.....	\$0.70	\$0.60	\$0.55	\$0.45
10-up	2 year.....	..	.60	.50	.40
	1 year.....35	.30
Each	Each	Each	Each	Each	Each
Each	Each	Each	Each	Each	Each
\$1.65	\$1.60	\$1.50	\$1.40	\$1.25	\$1.20
Extra Lge...	Large.....	Elliot	Superior	Underwood	Toka
		Ember		POLLINIZER:	
		Monitor			
		Pipestone			
			GOOSEBERRIES		
			Pixwell, 2 yr.90	.80
				.70	.65
			GRAPES (2 YR. #1)	1-4	5-9
				Each	Each

DANIELS HARDY PEARS

DANIELS HARDY CHERRIES		DANIELS HARDY PEARS		DANIELS PERENNIAL VEGETABLES	
Plum, Dble. Flowering...	1.25	1.75	2.50	Concord.....	.40
" " Newport.....	1.75	2.50	Blue Jay (Minn. #69)	.95
Snowberry, White.....	1.00	1.25	Moonbeam (" #66)	.95
Spiraea, Anthony Waterer.	.85	1.25	Red Amber(" #45)	.95
" Arguta.....85	1.25	Bearing Age. \$1.65 \$1.55 \$1.45	
" Ash Leaved.....	1.00	1.25	Large.....	1.40 1.30 1.20
" Billardi.....	1.00	1.25	Oka	POLLINIZER:
" Bridal Wreath.....70	.85	Sapa	Compass
" Froebeli.....	.60	1.00	1.25	Bantam	
" Gold Leaved.....	Mendel	
" Ninebark.....	1.00	1.25	Parker	
" Dwarf Ninebark.....	1.00	1.25		
Tamarix.....		
Wairfaring Tree.....	1.35	1.25		
Weigelia, Bristol Ruby.....	1.50	1.75		
RHUBARB (#1 DIVISIONS)				1	2
Chipmans Canada Red \$0.90					5
V.P. 11					

DANIEL'S HARDY CHERRIES

Daniels Hedging Shrubs

INFORMATION FOR THOSE WHO UNDER BI-MALL

2% may be deducted if payment in full accompanies your order, and 5% may be deducted if you call for your plants. We maintain free delivery services in our local trade area for those who do not wish to avail themselves of our 5% discount for "carry". All orders to be shipped are F. O. B. Long Lake (except strawberries). Shrubs 3 to 4 ft. tall and up, all fruit and shade trees, and large quantities of any plants are too large and bulky to be mailed. If small shrubs, berries, and grapes are to be mailed, add 10% for postage and packing. Please add float charge on out-of-town checks. WE CANNOT SHIP evergreens, potted plants, or plants put up in the "Jiffy-Pak".

Book Coupon

TWO BOOKS THAT ARE MUSTS FOR EVERY HOME GARDENER

**HORSE-SENSE HORTICULTURE and
YOU CAN LANDSCAPE YOUR OWN HOME**

OUR FREE BOOK OFFER: Order either or both of these books on this coupon. With your books you will receive a CREDIT MEMO for the full amount paid for the books. This Credit Memo may be applied on any nursery-stock order of \$10 or more. So...the books are really FREE TO YOU!

THE DANIELS NURSERY, LONG LAKE, MINN.
Please mail me the books indicated below:

... copies "Horse-Sense Horticulture" @ \$1. 50

... copies "You Can Landscape Your Own Home" @ \$1. 00

Name Enclosed find \$.....
Address -And send Credit Memo!
City Zone..... State.....

THIS OFFER EXPIRES APRIL 15, 1952

DANIELS BEAUTIFUL ROSES

ROSES

HYBRID TEAS AND PERPETUALS

2 yr. No. 1, \$1.50 ea. except as noted.

RED

E. G. HILL - Velvety maroon
NIGHT - Very dark red
RED RADIANCE - Rose red, prolific
MIRANDY (pat.) - Chrysanthemum red

PINK

PAUL NEYRON - Large rose pink
THE DOCTOR - Satiny pink
KATH. T. MARSHALL - Glowing pink \$1.75
JOHANNA HILL - Golden, yellow center
MCGREDY'S YELLOW - Buttercup yellow
LOWELL THOMAS (pat.) Canary yellow \$2.00

WHITE

CALEDONIA - Large, white
FRAU KARL DRUSCHKI - Favorite white
SLEIGH BELLS (pat.) - Very large white \$1.75

TWO-TONE

CONDESA DE SASTAGO - Pink, gold reverse
TALISMAN - Golden yellow & orange rose
TALLYHO (pat.) - Rich crimson & pink
PEACE (pat.) - Canary yellow to cream \$2.50

FLORIBUNDA ROSES

2 year, No. 1

FASHION (pat.) - Luminous coral & gold \$2.00
FLORADORA - Geranium red \$1.50
GOLDILOCKS (pat.) - Rich carmine \$1.50
SUMMER SNOW (pat.) - Snowlike clusters \$1.50

RUGOSA HYBRID ROSES

12-18". \$1.00; 2-3', \$1.85

AGNES - Fragrant yellow
BELLE POITEVINE - Large pink
GROOTENDORST SUPREME - Crimson clusters
GROOTENDORST PINK - Pink clusters
HANSA - Large deep red
SIR THOMAS LIPTON - Large, snowy white

BUSH ROSES

BLANDA - Pink clusters 2-3', \$1; 3-4', \$1.25
HARISON'S YELLOW - Gold, yellow 18-24" \$1.35
HUGONIS - Yellow, profuse bloomer
2-3', \$1.75; 3-4', \$2.00; 4-5', \$2.50
RUBRIFOLIA - Pink, foliage purplish 4-5', \$2

CLIMBING ROSES

2 yr. No. 1, \$1.50

BLAZE - Scarlet-crimson
DOROTHY PERKINS - Shell pink, clusters
DR. VAN FLEET - Large, light pink
EXCELSA - Red, clusters
GARDENIA - Large yellow

POTTED ROSES ALMOST A SEASON AHEAD!

Can be planted all summer
...but the earlier the better.

Every year we pot up a large quantity of both the tender and the Rugosa hybrid roses. At planting time they are well established, with pruning completed. They will be already growing for you without any transplanting set-back or preliminary starting period.

You'll be delighted with these "quick-result" roses!

Prices only \$1.75 and \$2.00 each

Daniels Hardy Perennials

We have long prided ourselves on both the excellent assortment and the fine quality of our perennials. Our specially-prepared soils, rich in humus and plant food, produce top quality.

Our assortment of potted perennials is large...the plants are fine, strong, well-rooted individuals...give immediate effect...and can be planted at any time in the growing season. Most of our field-grown perennials are priced at only 50¢ each, with a few at slightly higher prices. Fine, strong, potted perennials...most of them at only 35¢ each!

YOU'LL ENJOY MAKING YOUR OWN SELECTION...WISELY...QUICKLY...ECONOMICALLY!!

Daniels Liberal Guarantee and Sales Conditions

We are careful to keep our varieties true to name and will replace any items of stock that may prove otherwise or refund the price paid for such portions. It is agreed that the original price shall be the maximum damages the purchaser is entitled to. Plants (except strawberries or specially priced items) failing to grow the first season after planting will be resupplied once at one-half the original cost of the stock provided that such failure to grow is not due to neglect or improper handling on the part of the purchaser and provided that replacement claim reaches us prior to October 1st of the fall following planting. This order is subject to the condition that The Daniels Nursery shall not be liable for any delay or non-performance due to strikes, fires, acts of nature, government regulations or limitations or any other cause beyond our control.

DANNY SAYS:

Write Plainly, Order Early and Rest Assured that you will have the Best Plants that money can buy. Send all orders to—



THE DANIELS NURSERY

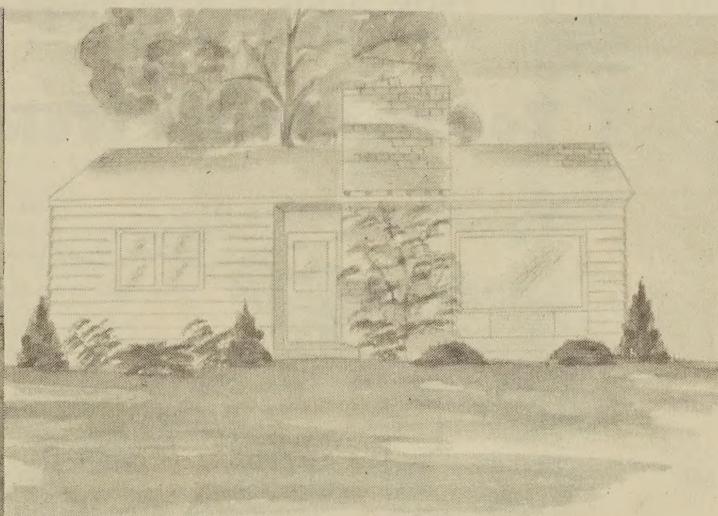
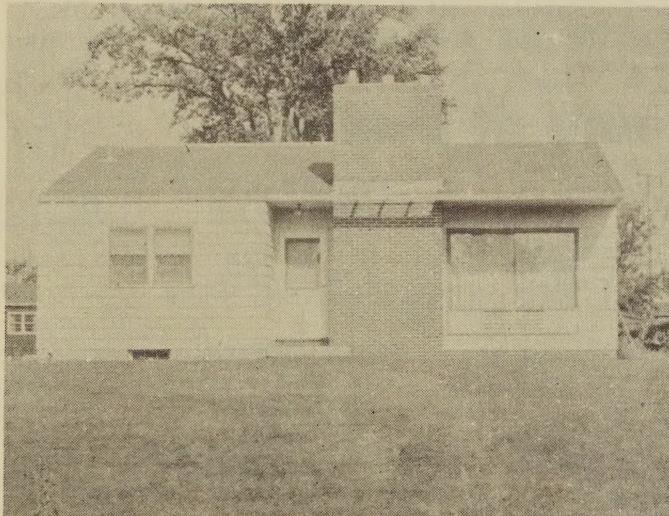
Phone Long Lake 174

Long Lake, Minn.

THE DANIELS NURSERY

LONG LAKE, MINNESOTA

HENNEPIN COUNTY'S LARGEST GROWERS OF NURSERY STOCK



IT'S NOT A HOME TILL IT'S PLANTED

TIMES ARE CHANGING AND SO IS OUR BUSINESS.

It always has and always will be our policy at The Daniels Nursery to give our customers the best in stock and service at the lowest possible prices. In this day of constantly mounting costs we want to cut every possible corner to give you the greatest value for every dollar. To do this we have instituted these five important policy changes for this year:

1. We are offering a 2% discount on nursery stock for "cash" with order, to reward the cash buyer.
2. We are offering a 5% discount on nursery stock for "carry", to reward those customers who pick up their own plants.
3. From time to time we will announce "Nursery Specials". priced for real savings to you. Watch for them!
4. We have perfected a new balling machine and a new method of packaging shrubs, trees, and evergreens so that you can plant all summer long, with plants that are in full leaf or bloom, that will need no trimming back, that will suffer no transplanting setback.
5. We are issuing a simple price list instead of an expensive catalog. To give you complete variety descriptions we are publishing a 24-page Variety Book describing all of the better ornamental and fruit plants for the Upper Midwest. It is complete and authentic, and is free for the asking—just request our "Variety Book".

We are sure you will like these new policies, as they will result in better service and lower costs for you.

Buy The Best!

Buy Daniels!

Our 39th Year at Long Lake

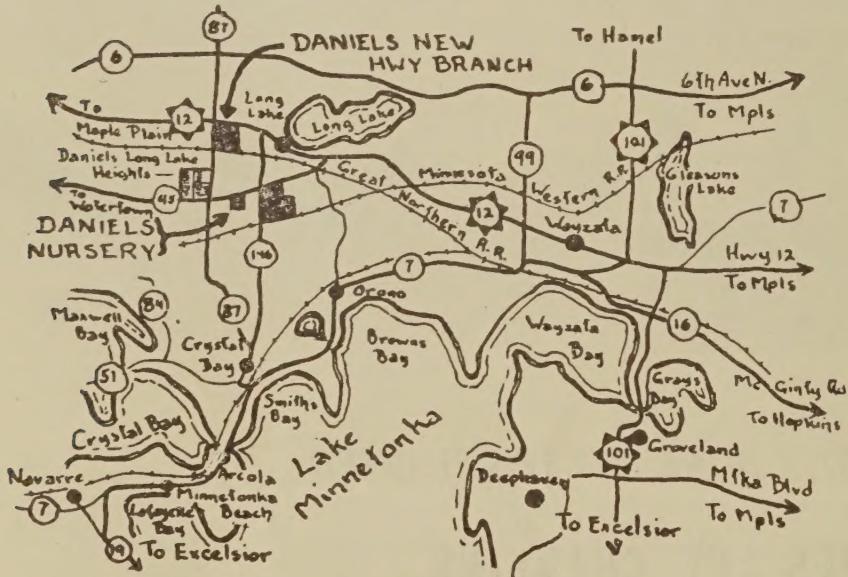
Thirty-nine years is a long time in anybody's life, and an even longer time in a business life.

We could tell you much about our extensive acreages, our skilled plantsmen and landscape experts, and our unexcelled facilities for producing and handling top quality nursery stock.

But more convincing yet is the fact that during the many years we have been here at Long Lake, our business volume and our customer confidence have continually grown until now we enjoy the distinction of being Hennepin County's largest nursery and an outstanding leader in the field of nursery and landscape work and service.

YOU CAN BUY FROM DANIELS WITH COMPLETE CONFIDENCE THAT YOU WILL GET NOTHING BUT THE BEST IN MATERIALS AND SERVICE.

You're Always Welcome at Daniels



WE'RE AT
LONG LAKE
which is
12 miles west
of Minneapolis
via State Hiway No. 12

MAIN OFFICE
and
STORAGE
CELLAR

Just So. of Long Lake
on Co. Highway No. 45

BRANCH OFFICE
Just 1/4 mile West
of Long Lake
on State Hiway No. 12

For your
every nursery and
landscape need

"COME SEE US!"

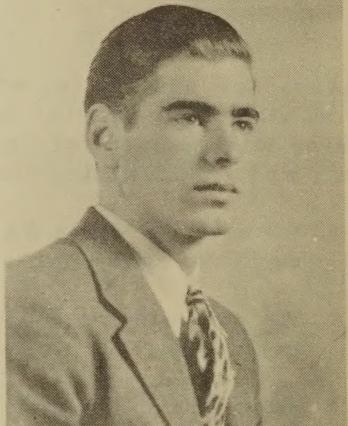
Meet The "Family"

We think personalities are important in a business like ours.

So...here is the father-and-son team which has sparked The Daniels Nursery and made it Hennepin County's largest and finest nursery. Both father and son are horticultural enthusiasts, thoroughly familiar with the problems and complexities of the entire field. Franc Jr. has grown up in the business, and has worked in every one of its many and varied departments. His college training has given breadth and perspective to his practical viewpoint.

Franc Sr. is recognized and respected in the trade. He has been 2 years president of the Minnesota Horticultural Society, 3 years president of the Hennepin County Agricultural Society, 14 years president of the Minnetonka Fruit Growers Association, and 39 years a leading nursery and landscape man and extensive fruit grower. He has written the two leading books, practical and very complete, on landscaping and gardening in the Upper Midwest.

Behind the top management of the nursery is a skilled and experienced group of folks who assure you the best in plants...the best in landscape design and services...a conscientious consideration of each planter's needs for his own individual problems...and a freedom from the all-too-common high-pressure sales tactics.



FRANC P. DANIELS, Jr.
Our 2nd Generation
"At Your Service"

FRANC P. DANIELS, Sr., B.S.A.
Proprietor

been 2 years president of the Minnesota Horticultural Society, 3 years president of the Hennepin County Agricultural Society, 14 years president of the Minnetonka Fruit Growers Association, and 39 years a leading nursery and landscape man and extensive fruit grower. He has written the two leading books, practical and very complete, on landscaping and gardening in the Upper Midwest.

COME TO DANIELS' NEW GARDEN SHOP

FOR

ONE STOP SERVICE FOR THE GARDENER



Nursery Stock



Potted Plants



Sprayers and Supplies



Garden Books

VISIT DANIELS
ONE STOP GARDEN SHOP

Our new garden shop now makes it possible to get at Daniels Nursery not only the best in nursery stock in the usual grades, but also many potted specials in perennials, annuals and other plants, as well as a large assortment of the best in gardening supplies, equipment and accessories.

HERE YOU WILL FIND
READY TO GO

Potted Perennials, Annuals and Vegetable Plants—Evergreens, Shrubs, Roses, etc.
Garden Books—Garden Tools
Flower, Vegetable and Lawn Seeds
Pruning Tools—Rodent Traps
Fertilizers—Weed Eradicators
Pest Control Materials
Sprayers—Dusters
Etc.—Etc.—Etc.

"Just the best and just the best for you"



Pruning Tools

Scotts
TM REG

LAWN CARE PRODUCTS

Buy The Best!

Buy Daniels!

WHEN YOU THINK OF GARDENING AND LANDSCAPING THINK OF

- DANIELS reliable plants... strong roots... sturdy tops... hardy, home grown, and acclimated... grown with skill and exacting care... in large variety to best fill your special wants. We grow and recommend varieties only when they have proven their merit by the test of time... varieties which have also received the official stamp of approval of our University and other horticultural experts.
- DANIELS personal attention and personal selection... the right combination of top professional experience and business integrity... what you need, keyed to what you can afford... honest estimates, guaranteed stock.
- DANIELS horticultural experience, both technical and practical... backed by Franc P. Daniels' know-how developed through 43 years in horticulture... 39 years operating The Daniels Nursery... 23 years instructing in horticulture at the University of Minnesota School of Agriculture.
- DANIELS contacts with the newest scientific and technical advances... constantly keeping up with all the new ideas to make your problems easier, your gardening most rewarding... you find this knowledge in all our thinking and planning with you.
- DANIELS Minnetonka location... convenient to you... with its deep, rich soil and ample rainfall... where the stock you buy is grown in and for our rigorous Minnesota climate.
- DANIELS complete service... large field stocks... packing and storage cellar mechanically refrigerated... garden shop with its full line of gardening tools, equipment, and supplies.

OUR CUSTOMERS ARE OUR BEST SALESMEN!

SOME WORDS TO THE WISE--- TO THE WISE BUYERS OF NURSERY STOCK

JIFFY PAK FOR JIFFY QUICK RESULTS

We have invented and patented a new mechanical method of balling—the JIFFY BALLING machine—that turns out a better ball with more roots...and a new method of packaging—the JIFFY PAK—by means of which you can plant at any time during the entire growing season. These JIFFY PAK plants can be moved in full leaf and full bloom...do not require the customary pruning back...will not suffer the usual transplanting setback. They'll save you practically a full season of growth! We will have large stocks of JIFFY PAK plants available at all times—evergreens, shade and fruit trees, shrubs, vines, etc.



DANIELS NEW JIFFY PAK

CASH AND CARRY SPECIALS

From time to time throughout the entire growing season—spring, summer, and fall—we will offer a wide range of items as "Cash-and-Carry Specials". These will not be the usual sales-lot specials of shipped-in distress stock, but will be our own regular home-grown DANIELS QUALITY plants. They will be real "Dollar-Stretchers", way below our regular prices. WATCH FOR THEM!

EVERGREEN AND SHADE TREE "SECONDS" - $\frac{1}{3}$ to $\frac{1}{2}$ OFF

Every year we find that a certain percentage of the evergreens and shade trees we are growing fail to measure up to our high standard for Number One trees. Because of slight crookedness, lack of branch balance, etc., they are graded as "seconds". These trees will be offered for sale from time to time at a reduction of 1/3 to 1/2 of their regular price. (Although these trees have the same vigor and ability to grow as the Number One trees, their low price does not permit us to give them our usual guarantee.)

"CAN'T-WAITER" FRUIT TREES--FOR THE MAN WHO CAN'T WAIT



These are the real P. D. Q. fruiters! We have them in apples, pears, plums, and cherries. To produce these we transplant the regular-size fruit trees and grow them in a new field for 3 or 4 years, where they take on added height, caliper, root development, and productive maturity. These are just what the "hurry-up" planter wants. They'll save you several years! This season we will have hundreds of these, balled and packaged in the marvelous new JIFFY PAK...more root, less moving setback than with any other transplanting system or package! OUR SPECIAL PRICES THIS YEAR—JIFFY PAKED—ONLY \$4, \$6, AND \$8.

LARGE TREES FOR IMMEDIATE EFFECT

Up to a generation of growing time may be saved by planting large trees. We have splendid facilities for furnishing big trees, both evergreen and deciduous. May we have an appointment to discuss your large-tree requirements with you?

LANDSCAPE SERVICES AND MATERIALS

Through careful, conscientious, economical performance we have long enjoyed an enviable reputation for the furnishing of unexcelled landscape services and materials. We normally do everything in the field of landscaping. This year, because of a shortage of trained men, our landscape activities may be somewhat limited at times. (We will, however, continue to furnish the best in rich, black soil, sod, and other landscape materials.) We are glad to give planting advice and a planting sketch ("quickies", we call them) of anything from a foundation planting to a complete yard design FREE OF CHARGE to those home owners who do not require an elaborately-worked-out plan. On larger properties and developments we must of necessity make a reasonable charge for a "finished" landscape design.



REMEMBER THESE DISCOUNTS - 2 PERCENT FOR CASH 5 PERCENT FOR CARRY